

Amendments to the claims:

11-19. canceled.

20. (currently amended): An interactive television system for distributing content including an identifier, said system comprising:

a receiver for receiving ~~cable head-end to receive~~ the content, the content including an embedded digital watermark comprising an identifier, said receiver ~~cable head-end~~ comprising:

a digital watermark detector to extract the identifier from data representing picture or audio portions of the received content, in which the data representing picture or audio portions of the received content comprise frequency components;

a bridge to communicate the extracted identifier to a database, the database including a trigger indexed according to the identifier, said bridge to receive a corresponding trigger identified in the database as corresponding to the identifier; **and**

an inserter communicating with said bridge to insert the trigger into the received content; and

comparing the identifier to an electronic program guide (EPG) to verify programing listed in the EPG.

21. (original): The interactive television system according to claim 20, wherein said inserter communicates with at least a set-top box.

22. (currently amended): The interactive television system according to claim 20, wherein said receiver ~~cable head-end~~ communicates the trigger to a network and receives from the network related content.

23. (original): The interactive television system according to claim 22, wherein the related content comprises interactive content.

24. (previously presented): The interactive television system according to claim 22, wherein the related content comprises at least one content item from a group of content items comprising a web page, HTML code, Java applet, audio, visual, graphic, and text.

25. (original): The interactive television system according to claim 22, wherein said inserter inserts the related content into the received content.

26. (currently amended): An interactive television system for distributing content embedded with unique identifiers, said system comprising:

a receiver ~~cable head-end~~ to receive content steganographically embedded with a unique identifier hidden in data representing picture or audio portions of the content, in which the data representing picture or audio portions of the content comprise frequency components, said receiver ~~cable head-end~~ comprising an aggregator in communication with at least one set-top box and with a database, said aggregator communicating the unique identifier once extracted from the content to the database, and communicating related interactive data from the database to the set-top box, and comparing the identifier to an electronic program guide (EPG) to verify programing listed in the EPG.

27. (original): The system according to claim 26, wherein said aggregator communicates with a plurality of set-top boxes, and wherein said aggregator multicasts the related interactive data to the set-top boxes.

28. (previously presented): The system according to claim 26, wherein unique identifiers are embedded with digital watermarking.

29 – 59. canceled.